



M. J. GOODMAN
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February 4, 1997

RJR Account # 423360
SANDY KATZ
MIDDLESEX TOBACCO CO
450 FLORIDA GROVE RD
PERTH AMBOY, NJ 08861

March Doral Buy 2 Packs - Get 1 Free #700046

To: SANDY KATZ

Doral B1G1F and Live product has been ordered (see quantities below), as well as the premium/shippers (item # 520844) to pack your March 1997 automatic monthly display shipment to your participating retail accounts. All additional pertinent promotional information is listed below:

51849-3166

B1G1F Cases (6m / 30 ctns. per case)

UPC Code	Style or Item	# Cases (6m)
12300-22268	Doral King Size (B1G1F Product)	10
12300-22263	Doral Lights KS (B1G1F Product)	10
12300-22267	Doral 100's (B1G1F Product)	10
12300-22264	Doral Lights 100's (B1G1F Product)	10
12300-70504	Premium shipper case	300

Regular Live product to pack with B1G1F Product (12m / 60 ctns. per case)

UPC Code	Style or Item	# Cases (12m)
12300-16612	Doral King Size (Live Product)	2
12300-15112	Doral Lights KS (Live Product)	2
12300-15312	Doral 100's (Live Product)	2
12300-15212	Doral Lights 100's (Live Product)	2

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These allocations will allow you to build :	300 Shippers
These shippers will service:	90 Retail Stores
Product/Premium Arrival:	February 19, 1997
Ship Date to retail	Week of March 2, 1997
The PO # for this order is:	
SKU Cube:	1.040
Retail Sales Offer per SKU	20 Offers
Billing per SKU	4 Savings Priced cartons
EFT \$ Amount (B1G1F Prod.)	
EFT \$ Amount (Live Product)	
Non EFT Amount (B1G1F Prod.)	\$2,755.59
Non EFT Amount (Live Product)	\$4,267.44

Promotion Description: Utilizes self-contained shipper. Shipper has 20, buy 2 packs, get 1 free sleeves. 1 live pack of Doral should be placed in each sleeve together with 1 pre-banded B1G1F unit to create the offer (5 sleeves of each of the 4 styles listed on page 1 of this letter) should be placed in the shipper. See the detailed drawing attached to this letter for more detailed packing instructions.

Ship the number of displays to each account as noted on the enclosed retail account listing.

Attached is a list of retail accounts authorized to receive the packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. this equates to \$560.00.

Attached to this letter is a Payment Request form for this promotion. When display packing and retail delivery is complete, sign and date this form. Your RJR representative Lanny Wolfe must sign the form and submit it to our local Operations office for payment.

In addition to packing displays for your own retail accounts, the accounts serviced by the following Sub-Jobbers which you service are included in your allocation. These Sub-Jobbers have been notified to order the completed shippers from you.

N/A

51849 3167

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Important Note: Your allocation may include extra shippers beyond those required to service your retail accounts on the attached list. You will have. 25 shippers remaining after shipping displays to your accounts. RJR reps. will submit prebooks to order out these shippers (and any others you may have due to refusals etc.) An example copy of this prebook is attached. Please honor only this prebook submitted by our representatives and honor accounts on the enclosed VAP list first.

For additional information or questions please contact your RJR Representative: Lanny Wolfe

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc: Lanny Wolfe

51849 3168